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May 29, 2003

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Docket No. MB-02-235

Dear Mr. Chairman:

I am the President of El Valor, a non for profit organization that works with thousands of Latino families in Chicago and has reached millions of Latinos through our Public Awareness Campaign "Mis Padres, Mis Maestros".

Our Public Awareness Campaign targets Latino parents of babies ages 0 – 12 months. Univision worked closely with us in the development of the campaign. The results were beyond our expectations. The President of the Advisory Council, Peggy Conlon, wrote to me on February 11, 2002 and stated that the numbers for El Valor's campaign were "virtually unheard of in the six years of tracking we've done to date"... people who are seeing the ads are taking action. One in three parents of a 0 –12-month-old baby is reading more to their baby (29%) and is paying attention to speaking in complete sentences (32%).

Univision has also worked with El Valor in developing and airing TV specials on early childhood, children with special needs, and adults with disabilities. Ivelisse Estrada and Luisa Echevarria of Univision participated in our National Round Table of Latino leaders which focused on getting government, media, business and community to work together to enrich and strengthen the development of Latino children in the first years of life.

Based on our experience with Univision, El Valor supports the proposed merger between Univision Communication, Inc. and Hispanic Broadcasting Corporation (HBC). Univision has served the Latino community better than any other media organization. They have demonstrated commitment to the Latino community and the proof is in their actions. They led the way in bringing important issues to the Latino community and have a record of advancing Latinos into positions of leadership within the company.

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For those of us who work in the community, the merger will lead to a better informed and a stronger community. Univision/HBC will continue the Univision tradition of supporting the early development of children, the strengthening of families, the enriching of young people and the preparation of future leaders. Because the leadership in the merger is in the hands of Univision, El Valor is confident that Latinos will makeup the majority of the board and senior leadership. The merger will also lead to an increase in Latino leadership in all aspects of media, including creative programming and production.

El Valor supports the merger because it will benefit the Latino community. We are certain that Univision/HBC will provide culturally relevant programming and public service announcements that enrich the Latino community and the nation as a whole.

Sincerely,

Vincent A. Allocco, Ph.D.
President

VAA/at